

College of the Holy Cross

CrossWorks

---

Student Newspapers

College Archives

---

2-8-1952

## Tomahawk, February 8, 1952

College of the Holy Cross

Follow this and additional works at: <https://crossworks.holycross.edu/crusader>



Part of the [Higher Education Commons](#), and the [Social History Commons](#)

---

### Recommended Citation

College of the Holy Cross, "Tomahawk, February 8, 1952" (1952). *Student Newspapers*. 939.  
<https://crossworks.holycross.edu/crusader/939>

This Newspaper is brought to you for free and open access by the College Archives at CrossWorks. It has been accepted for inclusion in Student Newspapers by an authorized administrator of CrossWorks.

# THE TOMAHAWK

Published Weekly by Students of Holy Cross College

VOL. XXVIII

Z 3 1 7

Worcester, Mass., February 8, 1952

No. 19

## ONLY SNOW NEEDED TO INSURE SUCCESS OF WINTER FESTIVAL

With a fervent prayer in their hearts that a blanket of snow will reward their efforts, Charles Marcantonio, '52, and his Outing Club Committee announced this week the details of the annual Winter Carnival.

The festivities will feature an informal dance, complete with the selection of a Carnival Queen, at the Hillcrest Country Club tomorrow night.

Weather permitting, the affair will begin here tomorrow afternoon at two o'clock with a hockey game between Providence College and Holy Cross. After the game there will be skating for the spectators until the houses leave for the Hillcrest at six o'clock.

The evening at the club will begin with an elaborately-planned dinner for the hungry skaters. On the menu is an assortment of cold cuts, Swedish meatballs, chicken à la King, salads and dessert. The dance music will start at 8:30 p.m., and continue until midnight, with the coronation of the queen due at about 10:30 p.m. The selection of the queen will be made by a special committee of HOC men who planned the carnival.

After Mass on Sunday, the couples will be given a breather to go sight-seeing around the campus until the Hillcrest throws open its doors for an informal party. The guests will be on hand for the Massachusetts State Ski Jumping Championships to be run off at 2:30 p.m., under the sponsorship of the Scandanavian Skiing Club of Worcester. This event will bring the weekend to a close.

(Turn to Page Four)

## Thornhill Selected In Balloting For Graduation Ball

Claude Thornhill and his orchestra was voted as first choice by the Senior Class for their Graduation Ball scheduled for June 11 in Kimball Hall. At a special voting session last Tuesday, the Ball Music Committee received ballots from seventy-five percent of the Class for its selection of the orchestra they wanted for the feature presentation of Senior Week activities.

Also on the ballot were Lester Lanin, Johnny Long and Billie May. Don Barton and his Music Committee are now negotiating to make the final contractual arrangements with Mr. Thornhill.

Ball Chairman John J. Sullivan also announced recently that, as an innovation over past years, engraved invitations for the Ball will be sent to the parents of all Seniors.

The Committee on Favors, with Cliff Fisher directing activities, have been interviewing salesmen for several weeks. They intend to make a choice from among the many good ideas that have been offered.

That Answer-Man, Bill Casey, will set up his question-box again, prepared to attend to any and all inquiries pertinent to Senior Ball activities. General Chairman Sullivan looks forward to completing all major arrangements before the Easter holidays in order to insure an outstanding Ball.

## Blood Quota For College Set At 1,000 Pints For Drive Feb. 18-20



Planning strategy for the Red Cross Blood Drive February 18 through 20 are chairmen Joseph L. Mullen and Denis E. O'Connor, both of the class of '53.

### FRESHMAN ELECTIONS

The primary elections for Freshman class officers will be conducted on Monday, February 25. The necessary nomination papers may be procured next week, from Monday through Friday, in the Student Government Office in lower Carlin during the hours of 1:00 p.m. to 1:30 p.m. and 7:00 p.m. to 7:30 p.m. These papers must be returned by 5:00 p.m., Tuesday, February 19.

### AN OPEN LETTER FROM THE RECTOR

Dear Students:

The week of February 18th has been set aside as Blood Drive Week for Holy Cross. This cause is especially worthy of our generosity. A contribution of one's own blood to assist a soldier in Korea or a needy person whose life hangs in the balance or a victim of some public disaster or calamity is indeed a self-sacrificing, unique and distinctive act of charity made possible in our day by the advance of science. It is an opportunity to help our neighbor that previous generations have not had.

Natural motives of patriotism, love of our fellow man, sympathy with those who are suffering certainly should prompt all, whose physical condition will permit such a contribution without detriment to their own health, to give their blood for this worthy cause.

For the Catholic college man there is the higher motive of imitation of Christ, Our Lord, Who shed His Sacred Blood for the sins of men and Who pledged that what we do for the least of His brethren we do for Him.

For the past two years, the contribution of Holy Cross to the Red Cross Blood Bank has set a record for the colleges of Worcester. This year, I know that our students will surpass our own previous record for generosity in the Blood Drive. My thanks to all for whatever you can do to help those who need our help.

Sincerely yours in Holy Cross,  
(Rev.) John A. O'Brien, S.J.

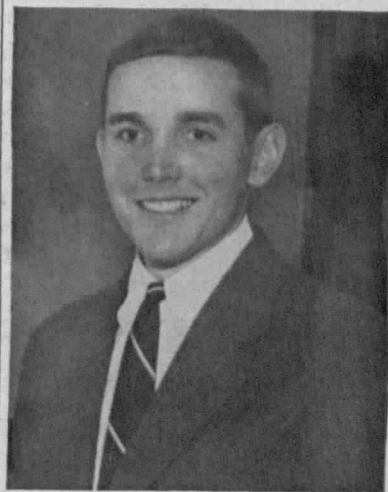
Denis E. O'Connor, '53, and Joseph L. Mullen, '53, chairmen of the blood bank drive, have announced that the Red Cross Mobile Unit will be set up in the Field House on February 18, 19 and 20 from 9:45 a.m. to 3:30 p.m.

Under the general direction of William E. Flynn, '52, President of the Student Government, with Rev. Michael G. Pierce, S.J., as faculty moderator, the corridor representatives will contact resident students to distribute applications and age releases. Parent's signatures are necessary for those students under 21. These applications and releases should be returned before February 13. Day students will be contacted through Joseph F. Whalen, '52, President of the Worcester Undergraduate Club.

The goal is 1,000 pints of blood, which includes the blood donated last Tuesday by the NROTC Unit. The Air Force ROTC Unit will also donate as a unit at the same time as the student body. In view of the present need for blood in Korea, and for reserve dispensaries, it is hoped that this worthwhile cause will receive its due

(Turn to Page Eight)

## Barnes Business Head of '53 Purple Patcher



Richard J. Barnes, '53

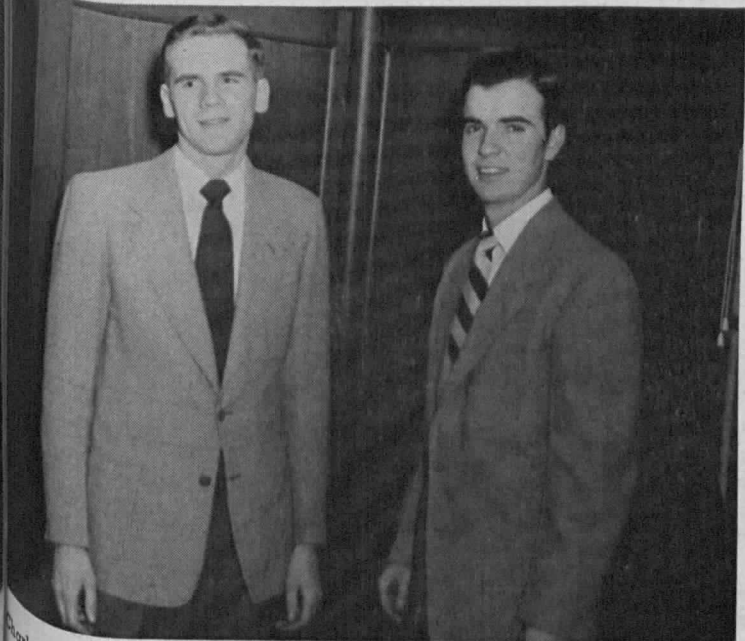
Robert E. Cahill, President of the Junior Class and his Junior Council this week appointed Richard J. Barnes, '53, as Business Manager of the 1953 Purple Patcher.

Barnes hails from New Rochelle, New York where he attended New Rochelle High School. During his high school career he served as editor-in-chief of his school newspaper and associate editor of his yearbook.

Since his arrival at Holy Cross, Dick has worked on a wide variety of campus activities. In his freshman year he was elected to the Purple Key and has served on the Key since

(Turn to Page Eight)

## Class Of '52 To Hold "25th Reunion" At Senior Smoker, Charles A. Cahill and John J. Moynihan Co-Chairmen



Charles A. Cahill, '52, and John J. Moynihan, '52, co-chairmen of the Senior Smoker, smile for the TOMAHAWK camera.

Under the capable direction of John T. "Chuck" Dolan, '52, and Gerald V. Sheehan, '52, the Senior Smoker is set to provide its guests with some humorous entertainment. Skits have been arranged that will give characteristic glimpses of some of the more prominent faculty members. Then, since turn about is fair play, the Seniors will see themselves depicted as they may appear at their twenty-fifth class reunion.

The date for the affair has been set as Tuesday, February 19, at Putnam & Thurston's. Co-chairmen Charles A. Cahill, '52, and John J. Moynihan, '52, have also announced the refreshments for the evening. Besides coffee and milk, the following array of sandwiches will be served: turkey, ham, chicken salad, and egg salad.

A price of \$.99 has been established for the tickets, which will go on sale under the guidance of Ticket Chairman Ralph J. Wadsworth and Gerard D. DeBaun.



## - Editorials -

### BLOOD — THE LIFELINE OF OUR TROOPS

This is an appeal to you to volunteer your blood in the coming drive. We hope you will consider it and recognize its import without turning away thinking you've heard it all before. Maybe you haven't.

"A pint of blood can mean so much." These simple words reach out silently to you from posters all over the campus. One slogan for the Red Cross drive states two facts which we should know: the indescribable importance of life-giving blood to the war effort and the tremendous charity of donation. This first reason alone is sufficient for any American with a sense of patriotic pride. Blood plasma keeps an army up to strength in the field by healing the wounded for return to combat, it curtails the spread of many of the diseases which crop up under the unsanitary conditions of warfare. It maintains morale by saving the dying that they may return home well. There are times when a blood donation stands between success and defeat. Blood plasma, practically unknown to our backward enemies, counterbalances his countless numbers. Its strategic value is immeasurable.

Some things cannot be portrayed with mere words. One of these is the immensity of Charity. The blood you donate saves lives! Think of it! The small inconvenience, the tiny sacrifice will rescue someone from death. Christ Himself told us that love of neighbor was the rule of life for a good Christian. You can practice this love of neighbor by becoming a blood donor! Give blood! Don't leave it to others. You alone are responsible. Give out of patriotism, out of Christ-like Charity.

### HOLY CROSS — COLLEGE FOR MEN?

We often talk about the Holy Cross man and compare him to those who graduate from other institutions. At times we talk too much about our merits and our accomplishments. We cry: "treat us like men" but we act like children. Last semester we saw many examples of our immaturity, our complete lack of common sense. One of the most striking examples was the night the basketball team returned from the St. Louis game. We turned out in front of O'Kane in a downpour of rain to greet our victorious cagers. The display was one of the greatest examples of school spirit the Hill has ever witnessed. Our boys had played a magnificent game and they had returned home with the "bacon." This was the type of performance which one could proudly expect from Holy Cross. She has a tradition for such spirit. But what followed this rally was not true to Holy Cross tradition and spirit. In the early hours of the morning some "child" or "children" thought that it would be smart to ring the fire alarm in O'Kane. How anyone could think it funny or smart to ring a fire alarm, we do not know. Such an action is far from smart, far from mature and lacks all that it takes to be a man. There was a complete lack of thought of the possible panic and confusion that could have hit both faculty and students. We don't mean to censure the whole student body or even a large minority. We merely wish to point out to those few who persist in acting like children that Holy Cross holds no place for them. Such actions as setting off fire alarms and the other childish things which we have noticed in the past semester are not part of the Holy Cross tradition. We don't want them to become a part of it. If the few who thrive on poor manners and practical jokes would "wise up" or get out, then we would have a better Holy Cross and we might be treated a little more like men.

### CATHOLIC PRESS MONTH — A CHALLENGE

What kind of Catholics are we? Oh, sure, we go to Mass a couple days a week, support the Church wherever we can (if it isn't too inconvenient), and defend it as well as we know how. But how do we answer the Planned Parenthood Bunch and the "Catholic Power" boys? These people and many like them control the American press. They use fine language to launch insidious attacks against our Church, and we have to sit and take it.

That's where the Catholic Press comes in. Catholic periodicals are the perfect balance—protection might be a better word—against the petty slings and arrows of the Anti-Catholic wing of the American Press. And yet, good Catholic magazines like "America" and "Integrity" lack the number of readers they deserve. We are too interested in the modern American picture-books to learn something of the Catholic position in world affairs by reading the Catholic Press.

February is Catholic Press Month. The Catholic Press is trying to sell itself to us this month. Let us read and digest our Catholic magazines and periodicals; we'll profit greatly by it.

## Sneak Preview

By Lou Craco

### SATURDAY'S MOVIE "The Well"

Cast: Richard Rober, Maidie Norman, Gwendolyn Laster, Henry Morgan, Barry Kelly.

Plot: The suspected abduction of a little Negro girl by a white man precipitates mass hysteria and violence in a small town previously unconscious of race prejudice. When the child is found trapped sixty feet underground in an unused well, both races work together in her rescue.

Comment: A cast of what may be called filmland nonentities combines with a singularly cheerless scenario to produce one of the most oppressive pictures in recent months. The plot is a somewhat crude adaptation of the Cathie Fiscus well disaster of a few years back, to the current rage for race problem pictures. It apparently never occurred to the producers that such an adaptation might be considered of questionable taste. Whatever its limited dramatic impact might be, the gloomy combination of the increasingly overworked racial theme and sixty feet of rusty well pipe scarcely will overjoy any of the hardy souls who venture into Kimball Auditorium come Saturday.

## Diploma Difficulty Faces Underclassmen

By Mike Biety

The sheepskin diploma that coincides with graduation at Holy Cross must be loaded with some very strange powers. "Why?" you ask. Several cross-sectional Crusaders have made statements that lead to no other conclusion.

For instance, from the Class of '52 there's S. Evans Megalomania who securely feels that within three years after graduation he's going to be a "somebody". Exactly what kind of a "somebody," he doesn't know. Perhaps a statesman or salesman, a geologist or jeweler. Maybe he won't be any of these, but in whatever field he does finally sally forth, he knows he's going to be a great success. College, he believes, is not the time to narrow the wide range of vocations he might indulge in during the next forty odd years of his life. "There's no use rushing yourself," he claims. All you have to do is wrap your fingers around that diploma on graduation day and within 30 minutes the dawn will crack, you'll know just what you want and stogie-mouthed executives will be begging you to grace their payrolls. Diplomas are wonderful things.

Erwin O. Blivious, '53, is quite different from my above friend. He has determined precisely where he's going to start carving his niche in life. To be a lawyer is his aim and a convincing criminal lawyer at that. Admittedly, last semester when he had to deliver a five-minute speech in rhetoric class his knees were trembling a bit, his gestures were confined to taking his glasses off and putting them on again, and his classmates didn't seem to realize the point of his oratory. Still he's certain he'll be a veritable golden gusher of eloquence . . . after graduation. Here at Holy Cross not one spare minute has he had for an extra-curricular activity in which he might develop poise, gestures and an interesting manner that holds an audience. Of course he wishes he did

(Turn to Page Four)

## THE TOMAHAWK

PUBLISHED WEEKLY AT HOLY CROSS COLLEGE, WORCESTER, MASS.  
ENTERED AS SECOND-CLASS MATTER, OCTOBER 6, 1926, AT THE POST OFFICE AT WORCESTER, MASSACHUSETTS, UNDER ACT OF MARCH 3, 1879.

SUBSCRIPTION: \$3.00 YEARLY

REPRESENTED FOR NATIONAL ADVERTISING BY  
NATIONAL ADVERTISING SERVICE, INC., 420 MADISON AVENUE, NEW YORK 17, N. Y.

EDITOR-IN-CHIEF—EDWIN L. MEYERING, '52

Assoc. Ed.—Francis T. Koch, '52    Manag. Ed.—Robert W. Simmons, '53

Asst. Managing Editors LEONARD V. QUIGLEY, '53 JOSEPH P. KERWIN, '53	Feature Editor F. J. GEISHECKER, '53	Photographic Editor JAMES A. O'MALLEY, '53
News Editor ROBERT S. CURRY, '53	Business Manager CARL C. KACZMAREK, '52	Copy Editors HENRY P. TRAVERSO, '54 PHILIP R. DUNN, '53
Sports Editor PAUL F. MOORE, '52	Advertising Manager NORMAN G. MIREAULT, '52	Circulation Manager JOHN W. KENNY, '52
Asst. Sports Editors WILLIAM R. SHERRY, '52 J. R. HINTELMANN, '52	Make-up Editor W. F. CHURCHILL, '52	Office Manager ROBERT Q. CARVER, '52
Editorial Editor EDWARD A. SCULLY, '52	Re-write Editors MICHAEL J. BIETY, '53 JAMES H. SNYDER, '53	Radio News Editors R. E. UNSWORTH, '53 R. K. MCCORMACK, '53

## DIFFERENT TYPES OF SCHOLARS SHOW METHOD FOR MID-YEAR

By Dick Kiernan

As you may have heard, shortly before our semester vacation there were given a series of tests, known to one and all as mid-term exams. Perhaps you didn't notice them, and just thought it was nice to stay in bed every morning. Or perhaps you are one of those who went overboard on them and drove everyone nuts talking about them. In short, there are many reactions to exams as evinced by the different types of students. I think we can break it up something like this:

The all outer: Starts preparing for exams on the first day of school. Does homework, studies, and does outside reading assigned. Has all the tests the professor has ever given, and can answer them all. Goes into test confident and comes out happy. Probably gets an "A" or at least a "B."

The man with the system: Doesn't think of tests until the last week. Then starts preparing elaborate systems for studying. Shows other people his systems and makes alterations on them so that at last, the system is perfect. By the time the system is perfected, however, he has no time to use the system and doesn't do very well . . . but his system is all

set for June. His comments: "Mid-terms don't mean a thing. I'll hit it in June."

### Common Type

The crammer: A very common type. Starts studying for a morning or two the night before. Works all the way through the night, drinking coffee. (This type usually runs out of cigarettes about 3 a.m. and then starts a frantic search for them.) He either (1) falls asleep before he has anything studied or (2) falls asleep mentally during the test. He doesn't do well on the test at all but stoutly maintains that the only system is to cram it all in the night before.

The sneak: Loudly maintains he did not open a book for the test. Goes home the weekend before exams and "a big series of parties"; actually studies all weekend. Then "goes to movies" during exam week (actually studies at library downtown). This type studies at odd moments when no one is around. Goes into test loudly proclaiming he knows nothing and "hasn't cracked a book." Coming out of test, he tells everyone how simple it was and how glad he is that he didn't study for it. This type gets a "B," and wants everyone to consider him a genius. He is hated.

(Turn to Page Eight)

## —STATION BREAKS—

By James H. Snyder

A few weeks ago, we came out with a few remarks against television in these columns. Nothing that we saw over the most recent vacation has made us change our mind. It is our opinion that a large percentage of TV's brightest programs are aimed at the 12-year-olds in the audience. There are very few shows that are designed to appeal to adult viewers.

When we were persuaded to put that autocratic little box in our living room, one of the foremost arguments of the slick-haired salesman was that it was destined to be the most educational current events medium yet devised.

And almost immediately the coon-capped Senator came on with his investigations into the income of a New York "businessman" and his associates. We watched fascinated while the Crime Investigating Committee paraded all sorts of sordid characters before our eyes. Here, we thought, was real education.

And yet, in the evenings after the crime hearings, the same tired old comedians pulled the same tired old gags on the same tired old straight men. Almost a year later they were

still doing the same thing, when tuned in over the semester vacation.

What we're trying to say is just this: America's newest medium is sacrificing advancement in education and art in order to — gee, it's a sin to say it — make money.

Because advertisers are flocking to the new medium like moths to a 100 watt bulb, the "powers that be" the television world are grabbing the easy money as fast as they can and they are sacrificing mature, well-directed shows for programs that are fluffy and frothy as the beers and soaps that sponsor them.

TV producers are patterning their shows along safe, oft-tried lines, that they can attract a sponsor without effortless ease. Programs that would depart from the usual juvenile entertainment world, never reach the screen.

This is a deplorable situation. It's more than that. It's a crime—thought—committed with malice aforethought—committed against the millions of television viewers in the United States.

I happen to be one, and I don't like the idea one bit.



## "THE GAUNTLET" PUBLISHED BY CRUSADER COUNCIL OF K. of C.



Editors of "The Gauntlet", the new campus publication of the Crusader Council Knights of Columbus, are: Editor-in-Chief, Paul M. Folan, '52, (center), flanked by Frank X. Suter, Jr., '52, Associate Editor, and Patrick Golden, '55, Feature Editor.

Two weeks ago tonight, a new publication made its appearance on the Holy Cross scene. *The Gauntlet*, official paper of the Crusader Council Knights of Columbus, went into print under the direction of Paul M. Folan, '52, editor-in-chief.

The title is taken from the apparel that the knights of old wore on their right arms. This appellation is appropriate since the Knights of Columbus have often been called "the right arm of the Catholic Church."

In his editorial letter, the Grand Knight, Gerard T. Guerinet, '52, praised John W. Spillane, '54, James Sanderson, '52, and Frank X. Suter, Jr., '52, for their especial efforts in regard to this initial publication.

In this first issue, the K. of C. announced that they will sponsor radio broadcasts of Holy Cross basketball games, a dance and a Senior banquet. Also featured were biographies of the officers of the Crusader Council.

## Drama Society To Show "Kon-Tiki"

The movie, *Kon Tiki*, will be shown in Kimball Theatre on Wednesday evening, February 13. This film is the amazing adventure of six men on a raft journeying across the Pacific. The story is told by Thor Heyerdahl, author of the best-selling book of the same title.

This picture closes the "Best Films" series for this season. Admission will be by series and single tickets. The charge for single tickets is fifty cents and may be obtained at the door.

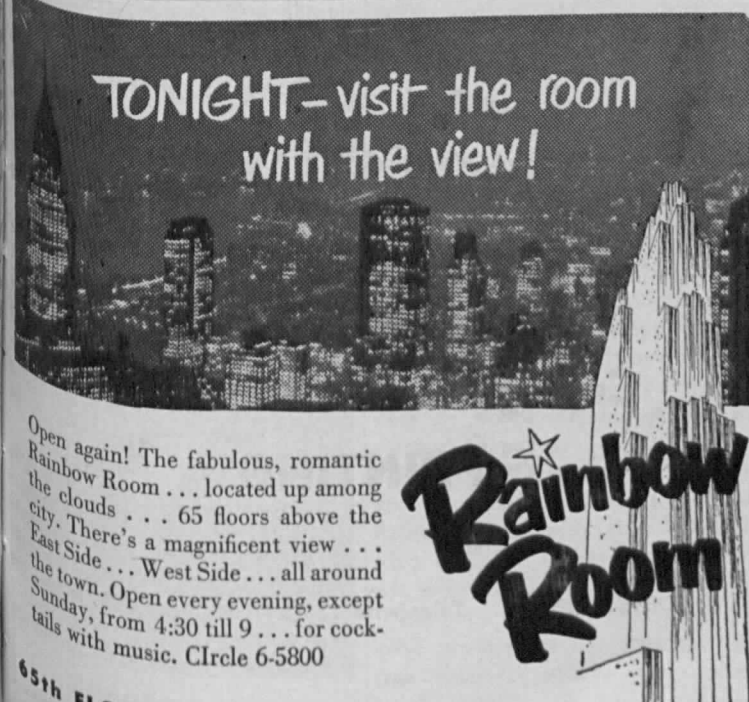
"Camille", which was originally listed to close this series, was not available and, unfortunately, cannot be shown here this year. The thirty-minute prize short film, "Nature's Half Acre", will be included in the same program of February 13 with "Kon Tiki".

The Place To Eat Is Where All  
Friends Meet

## MISS WORCESTER DINER

The Finest Food and The Best of Service

TONIGHT—visit the room  
with the view!



**Rainbow Room**

Open again! The fabulous, romantic Rainbow Room... located up among the clouds... 65 floors above the city. There's a magnificent view... East Side... West Side... all around the town. Open every evening, except Sunday, from 4:30 till 9... for cocktails with music. Circle 6-5800

65th FLOOR • RCA BUILDING • ROCKEFELLER CENTER

## Bishop Wright Speaks To Day Sodalists On Vocations

"The Possibilities of the Priesthood of the Modern Age" was the subject last Monday when the Most Rev. John J. Wright, D.D., Bishop of Worcester, spoke to an open meeting of the Day Student Sodality.

Noting the revolution in the field of politics, society, economics, and morality, Bishop Wright described the present time as an age of revolution and fear. He, therefore, stressed the fact that the priests of tomorrow

must be prepared to be a "Revolutionary" with regards to the things of the future. "Priests must be leaders into the future, showing the way to the faithful, and men possessing the spirit of a true revolutionary—sacred, disciplined, and Catholic in nature."

The Bishop also pointed out that in this "Age of Fear" these future priests must be prepared to spread Christ's charity, of which Paul and

John preached and wrote. He explained that this charity is the weapon which will eliminate the fears of the past and future.

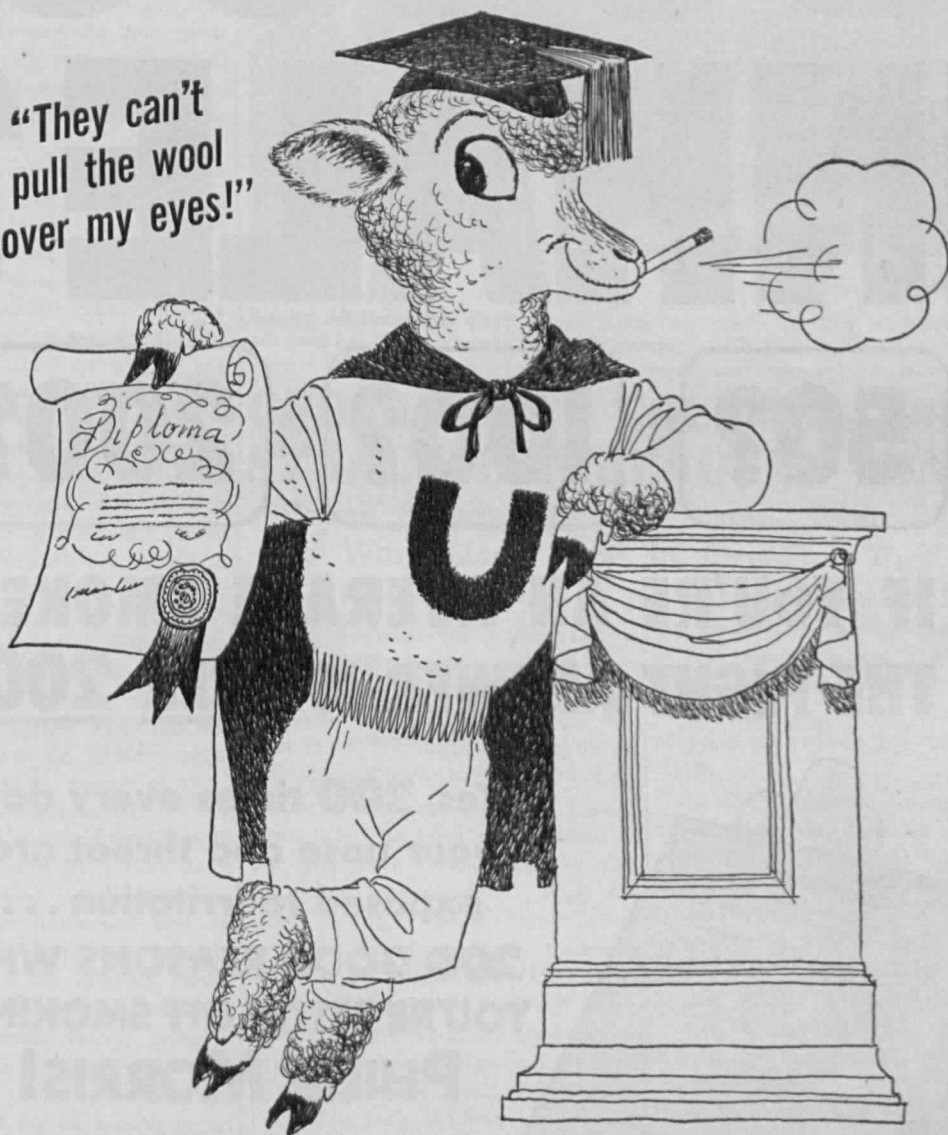
In advising the sodalists to pray with a vocational intention, he declared that the Church has a great need for professional men. Lawyers are needed to interpret the natural and moral laws, which are the "intellectual cement which unites human

(Turn to Page Eight)

## Campus Interviews on Cigarette Tests

### No. 33...THE SHEEP

"They can't  
pull the wool  
over my eyes!"



They tried to fool him with the "quick-trick" cigarette mildness tests—but he wouldn't go astray! We know as well as he there's only one fair way to test cigarette mildness. And millions of smokers agree!

*It's the sensible test...* the 30-Day Camel Mildness Test, which simply asks you to try Camels as your steady smoke, on a day-after-day, pack-after-pack basis. No snap judgments. Once you've tried Camels for 30 days in your "T-Zone" (T for Throat, T for Taste), you'll see why...

After all the Mildness Tests...

**Camel leads all other brands by billions**





## SHERATON ACCEPTING RESERVATIONS FOR PROM

As plans for the forthcoming Junior Prom are beginning to take shape, James T. Sloane, '53, chairman of Hotel Accommodations, recently announced that the Sheraton Hotel is now accepting reservations for the Prom weekend, May 2-3.

A two dollar deposit will be required for each room reserved and all reservations must be confirmed

before 5:30 p.m., on the desired date. The Sheraton will accept reservations made either in person or through the mail, but positively no reservations will be taken by telephone. In order to avoid uncertainty they suggest that all reservations be made in person.

The management has agreed to allow registration before arrival in an effort to avoid the long lines and

confusion which have been common in the past. This means that on the morning of May 2 the students will be allowed to register their guests and receive the key to the room.

The Sheraton has plenty of rooms available for the weekend but the Committee urges early registration to lessen last minute confusion.

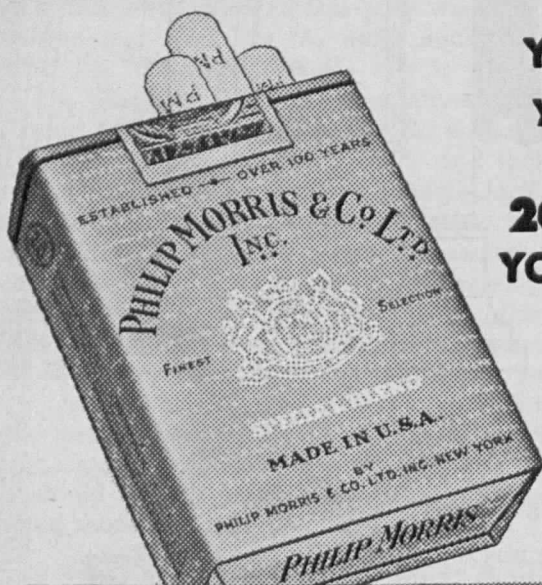
# HOW MANY TIMES A DAY DO YOU INHALE?

50?

100?

200?

IF YOU'RE AN AVERAGE SMOKER  
THE RIGHT ANSWER IS OVER 200!



Yes, **200** times every day  
your nose and throat are  
exposed to irritation . . .  
**200 GOOD REASONS WHY  
YOU'RE BETTER OFF SMOKING  
PHILIP MORRIS!**

PROVED definitely milder . . . PROVED  
definitely less irritating than any other  
leading brand . . . PROVED by outstanding  
nose and throat specialists.

**EXTRA!** ATTENTION ALL COLLEGE STUDENTS  
Every Sunday Evening over CBS

**THE PHILIP MORRIS PLAYHOUSE**

Presents an Outstanding College Student  
Featured with Famous Hollywood Stars  
in the PHILIP MORRIS Intercollegiate Acting Competition

**LISTEN IN**

**CALL  
FOR**

**PHILIP MORRIS**



AW SHADDUP, WE GOT OUT OF MID-YEARS, DIDN'T WE?

## FROSH HOLD OPEN SESSION

Discussing the topic of the Electoral College, David J. Splaine, Gerald M. Gibbons, and Thomas K. McShane will oppose Anthony P. DeRiggi, Edward F. Harrington, and Joseph L. Pierce in next Tuesday's meeting of the Freshmen Debating Society.

In an open forum February 5, the club argued the question: "Should we curtail aid to Europe?" Rev. Patrick J. Cummings, S.J., moderator, decided on this type of informal discussion because of the lack of available time during exams for the members to prepare material for an actual debate.

The negative team of William A. Deshler, John G. Weg, and Joseph J. Reilly defeated their opponents Charles P. Bonini, M. Frank Ruppert, and George A. Guertin in a debate held prior to the exam period. The topic that evening was—"Resolved: that the United States faces the crisis of its existence from which it well may not emerge." The two judges voted Ruppert the best speaker.

## FESTIVAL—

(Continued from Page One)  
According to Robert J. Mitchell, '52, president of the Outing Club, the winter sports experts consulted on the weather problem, pointed to this weekend as most likely to have snow, and on this basis the date was selected.

## DIPLOMA—

(Continued from Page Two)

have a little time for this sort of experience, but . . . well, you know how it is. As long as he's aware of what he wants to be, he can achieve it . . . once he pockets that diploma.

Lastly there's Freddy U. Myop, '54. For him that sheepskin is going to break loose a power that has been latent within him during his past years of college. So help me, give me twenty minutes and he can talk you into buying the goal posts on Fifth Field. Oh yes, chemistry is his major here and he really goes for it, the smell of the lab, the frustrating experiments, all of it . . . although frankly he doesn't understand it, well and hasn't hit for over a C in the subject yet. Certainly Freddy realizes his blessing of the gift of gab; yet the idea of being a successful scientist has taken him completely. So what if his predominant talent lies in another line; his goal is to be a second Pasteur . . . and will be . . . after graduation.

You can see, now, that the sheepskin they put in your hand after years here has some mighty strange, mysteriously potent, powers. But be cautious!

The students and faculty of the College extend their deepest sympathies to H. Michael Schiffer, on the death of his father, and Paul M. Martinek, '55, on the death of his mother. They will be remembered in our prayers.

# Stobbs

"A Name in Printing for over Seventy Years"

**College and Commercial  
PRINTING**

25 FOSTER STREET Telephone 4-5313 WORCESTER, MASS.



# Crusaders Meet Colgate in Auditorium Tilt

## H.C. Quintet Faces Raider Test; Primed To Whip Connecticut

### Colgate Brings Big Squad To Auditorium; Yokaboskas Still Rides High For Huskies

By Bill Sherry

To say that this year's schedule was purposely drawn up to include Connecticut, and thereby avoid a repetition of the doubt which clouded the minds of the NCAA committee at journey time last March, may not be altogether true. To say also, however, that the Crusaders are merely looking to the contest next Tuesday night as another game on the long list would definitely not be true.

The Purple, having already measured the arch foe B.C., currently leading Number Two in New England circles, needs only a decisive win over the Nutmeg crew to insure a post-season invitation—barring unforeseen calamities.

The UCONN combine has not enjoyed nearly as much success this season as last, when they received the district bid to play in the Gotham Garden. They are, however, the same personnel and are likely to be coming back into stride at any time. Their star and All-New England selection, Vinnie Yokaboskas, is always a dangerous threat and has been the team's chief offensive threat. First, and just as important, however, is the fray tomorrow night on the Worcester Auditorium floor with Colgate's Red Raiders. From the record, the Chenango Indians appear to be having a miserable season to only Fred and should not pose much of a threat to Buster Sheary's high-flying team. The fact is, though, that they have won four of their last five games and last Saturday soundly laced our mentioned Connecticut team, 54-40.

Leading the Colgate squad in the important scoring department is Earl Dodd, a junior, who last year was named to the Holy Cross All-American team. Dodd, a 6' 4" center, has averaged 15 points per con-

test and last season he broke Ernie Vanderweghe's all-time Colgate scoring mark. His chief asset is a potent hook shot.

The only senior on the regulars is the captain, Bob Utz. At an even six feet, he is a deadly set shot and usually starts in a forward slot. The other forward is the sensational "find" this year for Coach Howard Hartman. Frank Patterson, a freshman, who in the last few games has topped Dodd in the point-making department. His twenty-seven against UCONN paced the strong attack. He, also, is an even six feet tall.

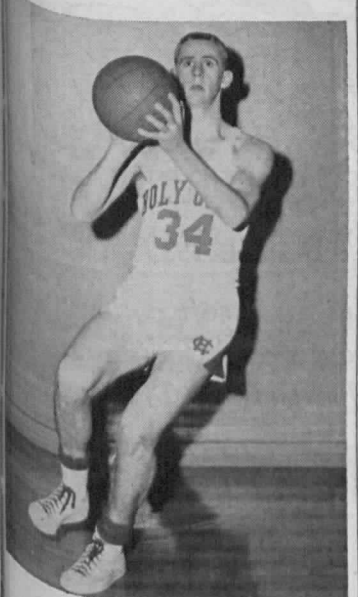
At the guard positions will be Dan Warren, a junior, and either Freshman Al Antinelli or Dick Osborne, a junior. Both Antinelli and Osborne are 6' 3" and good rebounders.

The squad has also been handicapped by the temporary loss of Karl Kluckhohn, one of their better scorers last year and a strong rebounder. Kluckhohn was delayed in reporting out for basketball because of his extended football career when he was picked for the East-West game on New Year's Day. He was expected to join the squad last week and may now be ready for full service.

The Raider's record, as mentioned, is not too impressive from a won and lost standpoint. They have won eight while dropping the same number. Among their current victims is Cornell, while three of their losses were to three of the East's best teams: St. Bonaventure, fourth in the country; Duquesne, the nation's fifth, and they suffered a walloping at the hands of N.Y.U. two days before we met a similar fate. Our boys will testify that N.Y.U. was pretty tough about that time. Now that we have reached the nation's polls, all opposition will be pointing for us and no team, no matter how bad their record, is to be taken lightly.

## LOSS OF RELIABLE MAGILLIGAN SEVERE BLOW TO CROSS SQUAD

Last week the basketball team was dealt a severe blow when it was announced that Bob "Peanuts" Magilligan, diminutive sparkplug of the Crusaders, will be lost for the remainder of the season. The likeable 19-year-old junior was operated on



Bob Magilligan

in Brooklyn over the semester holidays for the removal of bone chips from his ankle. However, it is most likely that he will be able to see considerable action next year. The ankle injury was an old one which was aggravated during the first period of the Arizona State game, December 28.

For the past two seasons, Coach Lester "Bus" Sheary has used Bob whenever the team looked like they needed pepping up. Once he appeared in the line-up, a new look came over the Worcester squad. His fantastic driving lay-ups which drove the then torrid NYU squad crazy will always be recalled when relative merits of players are discussed. That was by far his best game, particularly since he was a surprise starter. He notched 16 points.

Bob is the humorist of the team and is often remembered for his friendly feuds with the "General" from B.C. He claims he obtains his wit from reading Western novels.

Even the fact that Holy Cross has good depth does not dim the fact that "Peanuts" will be sorely missed by the varsity.

## Crusader Cagers Stun Strong St. Louis Five

### Dilling Foul Shot Wins Thrilling Overtime Tilt; Canisius Upsets Purple

By Joe Hintelmann

In what will go down in the record books as one of the greatest team triumphs in the history of the college, the Holy Cross basketball team stubbornly fought from behind to overtake powerful St. Louis University and register a 66-65 overtime win on January 17th at the Boston Garden. Jim Dilling's clutch foul shot with one second left was the deciding point. The scrappy Captain was fouled after clearing a rebound at the opposite end of the court and converted as 9,500 partisan fans went berserk. Only 15 seconds previous to that, Earle Markey had dropped in two charity tosses to knot the game up.

Togo Palazzi, making his first start, covered himself with glory, packing 22 points and 16 rebounds into 43 minutes of playing time. Ronnie Perry, his sophomore classmate, ably abetted him with 6 sizzling set shots from 35 feet out and a 15-point total.

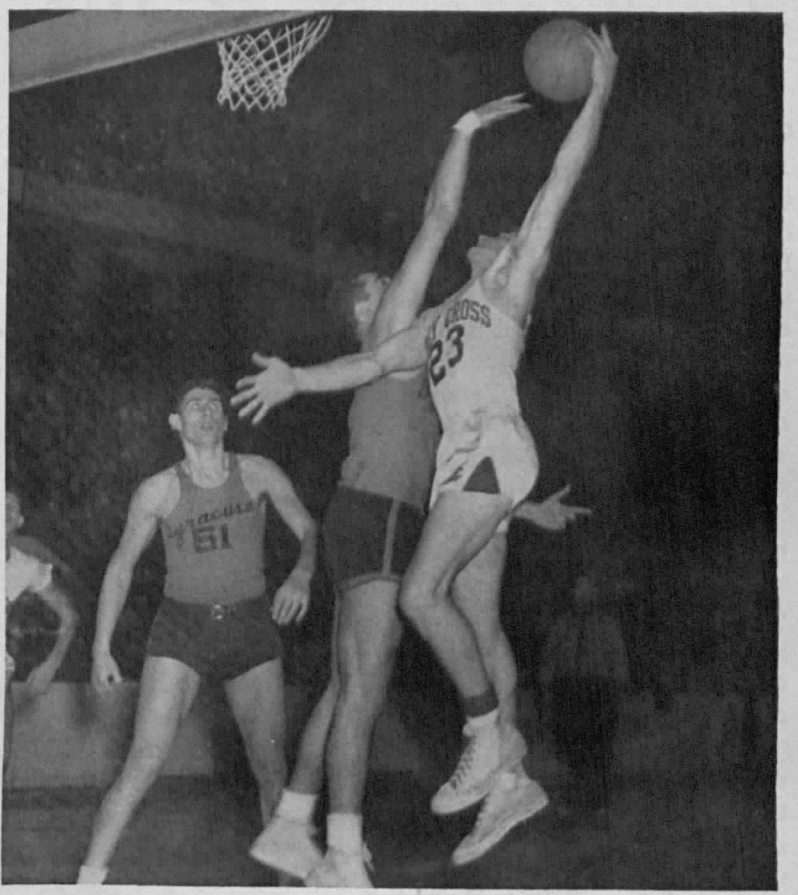
The visitors started out quickly and zoomed to an 18-10 quarter advantage which the Crusaders shaved to 33-29 at halftime. Togo's 14 points in this 20-minute stretch helped offset some deadly hook shots by Bob Koch and unerring one-hand pushes by diminutive Ray Steiner, hailed as the greatest little man in college ball today.

Mid-way through the third period, Dilling's foul shot brought the Cross even for the first time and when Palazzi hit with a corner set it was 43-41 Purple. Coach Ed Hickey's team rallied, however, to assume a 47-45 lead at the 30-minute mark.

Perry opened the final session with two quick sets and from that point the game saw-sawed down to the wire. With the score deadlocked and 40 seconds left in regulation, Palazzi's shot missed and the Billikens recovered. Koch's hook attempt and five agonizing rebounds failed, bringing about an extra five minutes. Lou McKenna and Perry matched sets and Jerry Koch hit on a push to set the stage for the most dramatic moment seen on the Boston court in many years. Substitute Tom Lillis muffed Steiner's pass as the ace guard put on a freeze and that was the break the Purple needed. Markey drove all the way down and drew the foul which tied up the game.

On Saturday, January 19th, Holy Cross journeyed to Medford and came home with an easy 79-47 win over Tufts. Bob McDonough, with 13 points in the last quarter wound up the game as Crusader high scorer with 16 markers. Marvin Shenfeld had 19 in a losing cause for the Jumbos.

In one of the major surprises of the season, a strong Canisius five caught the Crusaders on an off night and drubbed them by a score of 88-69. It was the first half that sunk the Purple. They trailed at that point by a fantastic 49-19 count. Through it all, Earle Markey stood out as the lone luminary in the gloomy proceedings. He set a Boston Garden Arena mark for most points in one period, netting 13 in the third quarter while the home side was rolling up 29.



TOMAHAWK Photo by Jim O'Malley

Bobby McDonough goes up to tickle the cords as Eric Huggins blocks off and Ed Miller stands by for rebound.

## CROSS BEATS COLUMBIA AND SYRACUSE IN REBOUND WINS

### Coach Sheary's Quintet Comes From Behind To Whip Lions 85-80 In Overtime Thriller

By Joe Hintelmann

In a firehouse finish that had a roaring mob dancing on hot coals until the final whistle, Buster Sheary's stubborn Crusaders came from behind to whip Columbia, 85 to 80, in overtime last night at the Auditorium.

It was win number thirteen for the Cross lads who, after trailing most of the way, roared from behind to send the game into overtime. With the Cross trailing, 71 to 66 with 2:24 left to play, Freshman Wally Supronowicz hit on a set. Jim O'Neill followed with a push from up close. With the crowd of 2,500 roaring with enthusiasm, Bob McDonough hooked to send the Cross ahead, 72 to 71 at 1:09. Big Jack Molinas, who ripped the cords for 39 points and three new records, hit on a free toss, however, and the game closed out in wild confusion thirty seconds later, 72-72.

The Cross now had two strikes against them as both Markey and Dilling had previously fouled out. But this was not to dull the hopes of the steel-nerved Crusaders and especially little Sophomore Ronnie Perry, who quickly popped in a set and fed McLarnon for a chippie. Big Molinas sandwiched in a free toss but Perry swished from the side to make it 78 to 73. With the dogging crowd barking its lungs out, Perry grabbed a Blue rebound, raced down court, rammed through the middle and dropped in the clincher at 3:25. From here on in, it was only a matter of holding on and the Cross had a comparative coasting for the rest of the way.

An amazing spurt, in which they tallied ten consecutive points in the first two and a half minutes of the last quarter, enabled the Holy Cross Crusaders to take a 67-65 lead and go on to a well-earned 80-75 conquest of a rugged and good Syracuse

five from upstate New York last Monday night at the Boston Garden. Up to that point it looked as if another defeat was facing the Purple for they could draw no closer than seven points at each of the first three period marks.

An omen of the fate of the Orange occurred at the start of this final session when they missed two straight foul shots after having hit 17 for 17 in the first half and 2 for 2 in the third period. Here, Earle Markey, who took a physical beating all night, cashed in on a pretty jump shot which Perry immediately duplicated. A fantastic underhand lay-up by the starring Wally Supronowicz, whose insertion in the game turned the tide, and a foul shot on the play cut the lead to 65-64. When Perry added a three-pointer, the Purple were in front, 67-65. After Melvin Besdin had added a push, Markey hit on two fouls, then another after one by O'Neill. Baskets by Besdin and Ed Miller tied it up but Palazzi's three-pointer and another great shot by Supronowicz made it 76-71. The Crusaders hung on and won, 80-75.

Syracuse opened the scoring with two foul shots and after Togo Palazzi had scored on a layup, they tacked on six straight points. McDonough's set stemmed the rush for a second but another 6-point spurt upped the margin to 14-4 which soon became 18-8. A basket by Dilling and two by Markey made it 18-14, but Syracuse opened it up to 23-16 at the quarter.

The margin became 32-20 early in the second stanza but, thanks to 8 straight points and the fine all-around play of Jim O'Neill, the Purple cut the deficit to 39-37 with 1:10 left. But here Coach MacGuley's five added 6 quick markers to assume a 45-37 halftime advantage.





By Paul Moore, Sports Editor

### ON THE WAY BACK . . .

Exams are over and the student body heaves a collective sigh of relief as the pressure eases, at least for the time being. Right now the pressure is back on the members of the basketball team who rose to great heights on a certain Thursday night three weeks ago. St. Louis, fifth ranking team in the country at the time, fell before the onslaught of the Crusaders and everybody thought to themselves that this Holy Cross team must be pretty good. Votes were cast and the Cross jumped to the eleventh spot on the collegiate basketball hit parade. The Billikens remained in the top ten which proves that you can still get the votes even if you lose.

It was while riding back to the Hill after the Canisius game that we heard that the Cross was ranked eleventh and we knew that they would not remain there long because you've got to win them all in order to get the votes around here. The loss to Canisius wasn't as hard to take as some of the write-ups of the game on the following day. The Cross was immediately counted down and out of the race for national prominence.

Now the team is on the way back and I still think they are going to carve a place for themselves among the best that the nation has to offer. Syracuse knows how good this Crusader team is and so do the Columbia Lions. UCONN comes to the Boston Arena next Tuesday and that is one game that the players want to win in a big way, (say about thirty points).

The boys on the basketball team were a little dubious as to whether they had played the Syracuse football or basketball teams. Togo (Tony Palace) Palazzi came up with a sore shin bone. Perhaps the worst for wear after the game though, was Earle Markey, this year's All-American candidate. The "Earle" complained afterwards that "I kept hitting that guy's fist with my face." That face may be appearing in the national lime-light soon.

### TAKE A BOW, COACH . . .

Buster Sheary hasn't been receiving too much applause when he has been introduced before the games in the Garden. This fact was most noticeable preceding the St. Louis and Canisius games when the visiting coach received more of an ovation than did the coach of the Crusaders. I can't help but feel that Mr. Sheary notices this fact and it must hurt a bit to know that the home crowd is not behind you. I certainly think that he deserves his share of the applause. No coach ever did a better job than he did during that St. Louis encounter. His colleague and opponent on that night, Eddie Hickey, said that no matter what move he himself made there was a guy on the other bench who answered that move with a maneuver of his own. Mr. Hickey was not referring to the Holy Cross manager.

The team looked bad in the Canisius game but I would hardly blame the coach for that. A coach can tell his players what to do but he can't do it for them. Coach Sheary said he was proud of his boys after that defeat because they didn't throw in the towel and came back strong in the second half. He said further that "this is the finest Holy Cross team that I have coached." His boys didn't let him down and he didn't let them down either. He's behind them all the way.

I, for one, would like to hear some hearty applause for the ailing Crusader coach the next time he sets foot on the basketball court because I think he deserves a little more credit and a little less criticism from the fans.

### WITH BEST WISHES . . .

Track coach Bart Sullivan, the grand old man among Holy Cross coaches, will celebrate his birthday next Tuesday. It is a bit of a secret as to the exact age of the gray headed mentor but it is believed that he is somewhere around 39, Jack Benny style. Many happy returns, Bart.

Best wishes are also in order for Charlie O'Rourke, former backfield coach, who is now head coach at the University of Massachusetts. It will be hard for Dr. Anderson to find a replacement for the erstwhile Boston College great who helped mold one of the best backfields in the East during this past season. Charlie leaves behind him a vacancy that will be hard to fill. We wish him the best of luck in his new undertaking and if what has gone before is any indication he cannot help but succeed.

## "WCHC" Staff Overcomes Many Obstacles To Bring Holy Cross Basketball Season Into "Parlors Of Packachoag"

By Dave Barry

The memories of the St. Louis victory were fresh in the minds of all Cross students when they dialed 645, two weeks ago Monday, to hear what they hoped would be another climb up the ladder to national recognition for their basketball team. It seemed that the conquest of the Billikens had buoyed everyone up and they just wanted to see the door locked to any doubters who might have questioned the ability of the Purple five.

As broadcast time approached, a WCHC announcer brought the news that the first game between B. C. and Dartmouth was tied at the end of the regulation time and was going into overtime.

How did the WCHC announcer know that? Did someone of the radio station's crew call up from the Boston Garden? If they did, it seems like a mighty expensive thing to do. And where did they call from? Did they have to run down to the main concourse of the North Station to find a telephone?

Thoughts like this ran through the mind of many a Crusader on that night. It all appeared so labyrinthine. To solve this mystery, we permeated the hallowed halls of God's country at Holy Cross, the Carlin Dorm, and sought out the Cross' Bill Stern and, in this case, at least, its Ellery Queen, Bill Sennett.

A check of the ABC listing of all Crusaders at the information desk in O'Kane lounge revealed that the all-knowing, as far as I was concerned, lived in 126 Carlin. The brief walk from the lounge to the last room on first Carlin was filled with skepticism, as the interviewer wondered whether the surrounding of the peasantry would be sufficient to allow him to be received favorably.

Having successfully reached my objective, a gentle tap on the door brought a cheerful and receptive "Come in" from within. Having already made an appointment, I was recognized immediately. I came at the right time, too, because Bill was just about finishing his "crib notes" for that evening's game against Syracuse.

He had a large white cardboard, roughly thirty by fifteen inches, before him, broken up into squares; and a green crayon in his hand. At his left elbow was a listing of the Syracuse players. If he hadn't explained it all to me, I would have thought that he was taking one of those courses that are reserved for athletes, tight-rope walking, dancing lessons with your girl friend, etc.

On this card was a listing of the Syracuse players. He also had one with the members of the Purple five. On it was the name of the player, his number and his home town. The number was inserted in the upper left-hand corner of the square. During the game, Bill keeps one of these on each side of him for ready identification of the players, so essential in broadcasting.

When Bill has received this information, he gets together with Don Barton, his colleague in play-by-play. Aside from broadcasting the game, this is all that Bill has to do. Barton gives the pre-game information about the team's record, something about the coach of the opposition and the starting lineups. He also comments on the game during time outs and interviews the half-time guests.

The producers, either Cliff Fischer or Jim Snyder, arranges for the mid-game visitor. They usually try to



Don Barton, Cliff Fisher, Bill Sennett and Frank Koch prepare to bring St. Louis game to eager audience on the Hill.

get one of the coaches of the teams that played in the preliminary game. When the game is in Worcester and WCHC broadcasts the junior varsity game as well as the regular game, the producer tries to get one of the coaches of the varsity game to be the half-time guest of the J.V. game.

On the afternoon of a game, the engineers prepare the remote equipment at WCHC and they need approximately twenty-five minutes to set

up the equipment at the site of the broadcast, usually arriving about 7:30 for a game in Boston. At the Boston Garden their observation post is near mid-court at the press table on the floor and, at the Worcester Auditorium, they sit up behind the basket opposite the scoreboard.

Probably the job with the most work to it in getting ready for broadcast, is that of the producer.

(Turn to Page Seven)

OBJETS d'ART  
for her



ARROW WHITE SHIRTS and  
ARROW VALENTINE RED TIES

ARROW PAR, widespread soft collar  
GORDON DOVER, oxford button-down  
ARROW VALENTINE RED TIES

ARROW

SHIRTS • TIES • SPORTS SHIRTS • UNDERWEAR • HANDKERCHIEFS



# Intramuralites

With the rigors of exam week over, the intramural program again rolled high gear up in the gym. Synopsis of games follows:

## NORTH

**Wheeler I 48 — Worc. Sophs 25**  
In a battle of second-year men, Wheeler I found little trouble in entering and defeating the local John Foley and Ed Bjorn netted points between them, while Fran regarded of the losers had 11.  
**Wheeler I 49 — Champion 30**  
The Seniors found little opposition their freshman "brothers" in 19-point conquest. John Cooney the merciless bombing for Car while the high of the game was entered by the losers' Rocky Dima with 18.

## SOUTH

**Seniors 42 — O'Kane IV 40**  
The locals, who had lost earlier in week to Beaven II, bounced back even the week's play as Paul Gal 20 points paved the way. Jack had 11 for the losers.  
**Wheeler V 49 — Wheeler II 38**  
The top floor freshmen were led in conquest by a sterling 23-point output by Dan Drees. Moose Cor had 18 in a vain effort.  
**Seniors 60 — Carlin II 43**  
Don Duffy notched 21 points to his second-year club to their impressive victory over the upperclassmen. Frank Bonasia paced the losers with 13 markers.  
**Wheeler IV 55 — Wheeler V 37**  
The top O'Kane outfit handed Wheeler V, its freshman enemy, a good trimming despite a 17-point output of Dan Drees. Vin Genecco had 14 for the victors.

## EAST

**Wheeler III 31 — Alumni I 29**  
The top floor squad had a squeaker as they nosed out the Juniors from the first floor. A lay-up by Jim Handliss in the last two seconds was the deciding factor. Jack Keen had 17 for the defeated squad.  
**Wheeler III 42 — Carlin I 28**  
The boys from Alumni again emerged victorious, this time trimming the Seniors. Bobby Lynch paced the winners with 11 while top honors of the contest went to Bill Hunt who scored 12 points in a vain effort.  
**Wheeler I 64 — Fenwick IV 41**  
The Juniors came up with their second win of the week, their first coming over Carlin III when they topped the frosh. Bob Kelly led the attack with 18, while Ed Stromski had 16 for Fenwick.

## WEST

**Wheeler I 51 — Worc. Jrs. 42**  
Paced by Johnny Johnson, Ed Ney, and Matt Crimmins, the sophs beat the locals, 51-42. Ray Kosciusko had the game's high total with 19.  
**Wheeler II 36 — Champion I 34**  
In a nip-and-tuck battle, the Juniors emerged victorious over the freshmen from the country club. Jack Terney had 10 for the winners, while Lou Hettinger had 13 for Champion.

## RELAY TEAM SCORES IN BOSTON; FACE NEW YORK TEST SATURDAY

With one set of medals already stowed away in their trophy cases, the Holy Cross mile relay team goes after its second victory of the winter season tomorrow night at the New York Athletic Club games in Madison Square Garden.

Already sporting a victory in the mile relay event in Boston's Knights of Columbus meet and a fourth in the Millrose games, the relayists almost had victory in their grasp in last Saturday night's Boston Athletic Club games. When Bruce McConnachie handed the stick to anchorman Ben Cox, he had a five-yard lead over Providence College, perennial Holy Cross opponent. But Bobby Tiernan's sudden spurt with 120 yards to go in the race wiped out the Holy Cross lead, and gave the Friars their first victory over the Crusaders this season.

In finishing second, however, Holy Cross turned in their best time of the year. In turning out a 3:25.9 mile, the relay team cut a full two seconds over the time that won for them in the K of C meet three weeks ago.

Slated to go to New York tomorrow are regulars Bruce McConnachie, Pete Sanderson, Gerry O'Leary and Ben Cox. Fighting for a place on the mile quartet are Joe Devane and Paul Murphy.

Following tomorrow's NYAC meet, the schedule for the next six weeks reads something like this:

Feb. 19—Dual meet against Mass. State at Amherst.  
Feb. 23—ICUA in New York.  
March 1—Knights of Columbus Games in New York.  
March 20—Dual meet against Amherst at Amherst.

## WCHC—

(Continued from Page Six)

must see to it that the radio crew has transportation, he must arrange with the men in Kimball so that they can eat early and, as previously mentioned, he must arrange for the half-time guests.

The crew, which travels to these games consists of the two announcers, two experienced engineers, different at each game, the producer and the statistician, Frank Koch. The Boston Garden and the HCAA provide free tickets for this sextet. A microphone and a portable console is the necessary equipment that the crew takes with them. They also bring along their own batteries in case the current at the Garden or the Auditorium should be cut off, a thought which Bill likes to forget about. Koch, commercial manager, also arranges for sponsors. So far this year they have been very fortunate because all the games have been sponsored.

The main reason for sponsors

brings to light undoubtedly the most unknown phase of this whole affair. The money which the sponsors pay was the reason that the studio on Fourth Fenwick knew, the night of the Canisius game, that the first game had ended in a tie and that the Cross game wouldn't start at the scheduled time. The engineer telephones back to Worcester at the regular telephone rates. When the broadcast is from Boston, the telephone is one way; that is, the engineer in Boston can talk to the engineer in the WCHC studio, but he can't talk back. In Worcester, though, the connections are two way. However, the rates are the same in both places.

The "Voice of the Crusaders" started broadcasting basketball games for WCHC last season.

**SAM'S COLLEGE SQ. TAILOR**  
CLEANING and PRESSING  
Expert Tailoring and Repairing

# Be Happy-Go LUCKY!

## LUCKIES TASTE BETTER!

It takes fine tobacco to give you a better-tasting cigarette. And Lucky Strike means fine tobacco. But it takes something else, too—superior workmanship. You get fine, light, mild, good-tasting tobacco in the better-made cigarette. That's why Luckies taste better. So, Be Happy—Go Lucky! Get a carton today!

So round, so firm, so fully packed,  
So filled with quality!  
That's Lucky Strike, the world's best smoke,  
The cigarette for me!

Erna Bergmann  
City College of New York

If you are starting out to smoke  
And want to find a brand—  
Pick Luckies and that better taste;  
They're smoked throughout the land!

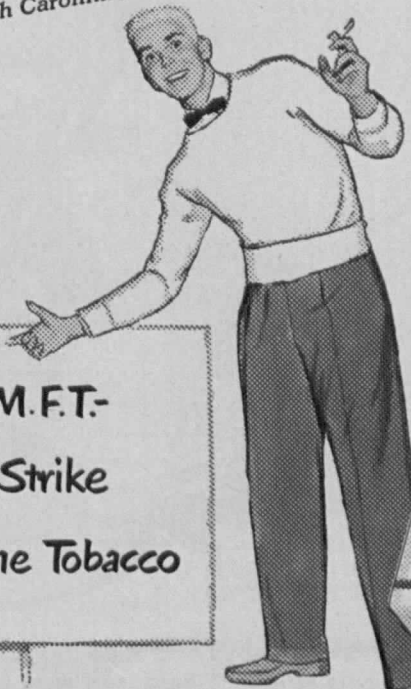
Alan B. Wood  
University of Pennsylvania

Terrific news can't be suppressed—  
It's there for all to see;  
For those who want the best in smokes,  
It's L.S./M.F.T.

H. F. Krackenberg  
North Carolina State College



L.S./M.F.T.  
Lucky Strike  
Means Fine Tobacco



PRODUCT OF The American Tobacco Company

**PURPLE CLEANERS and DYERS**  
Cleansing - Pressing  
Repairing  
Main Office  
614-622 Southbridge St.  
Telephone 5-6983  
We operate our own cleaning plant  
K. Y. MARTIN, Prop.  
Worcester  
Massachusetts



The F. & M. Schaefer Brewing Co., N. Y.